

Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Opportunity – Visitor Guide Distribution

Application Completed by Diane Medler

Approval Requested

 X Final

 Preliminary

The KCVB will utilize Certified Folder to distribute remaining 2013 Kalispell Visitor Guides during the month of February at identified racks in target areas within Montana and Idaho. The KCVB has an extra supply of our 2013 guides remaining that we want to push out over the next few weeks prior to the completion of our 2014 magazine. Certified Folder was selected as a cost effective means to get that done. 6,000 guides will be distributed in Montana in locations such as Missoula, Helena, St. Regis and Billings as well as specific locations that have been proven as good resources for the Kalispell guide such as the Duty Free shop at Sweetgrass Border Crossing and Bonner's Ferry ID Visitor Center. It would cost us more in postage or a shipping service to mail the guides to the identified locations. These locations are part of Certified Folder's routes so it enables us to include our limited supply for a very reasonable cost. Cost for distribution by Certified Folder is less than \$500 (\$0.08 per guide).

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13

Refer to the portions of your marketing plan, which support this project.

This project supports our goal and mission to increase awareness of Kalispell as a travel destination, drive inquiries and increase visitations during shoulder seasons, promote the affordable variety of lodging, dining and activities found in Kalispell and promote our signature events. Enables us to communicate our amenities and attractions and promote packages and events to a highly targeted audience.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

Detail pages attached No

Budget page attached Yes

KCVB PROJECT BUDGET FY 14 OPPORTUNITY VISITOR GUIDE DISTRIBUTION

State Tourism Funds	Other Funds	Total
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MARKETING/ADVERTISING:

Certified Folder – distribution of
Kalispell Visitor Guides

\$500 + \$0 = 5000

TOTAL	\$500 +	\$0	\$500
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REGION/CVB PROJECT TOTAL	\$500 +	\$0	\$500
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